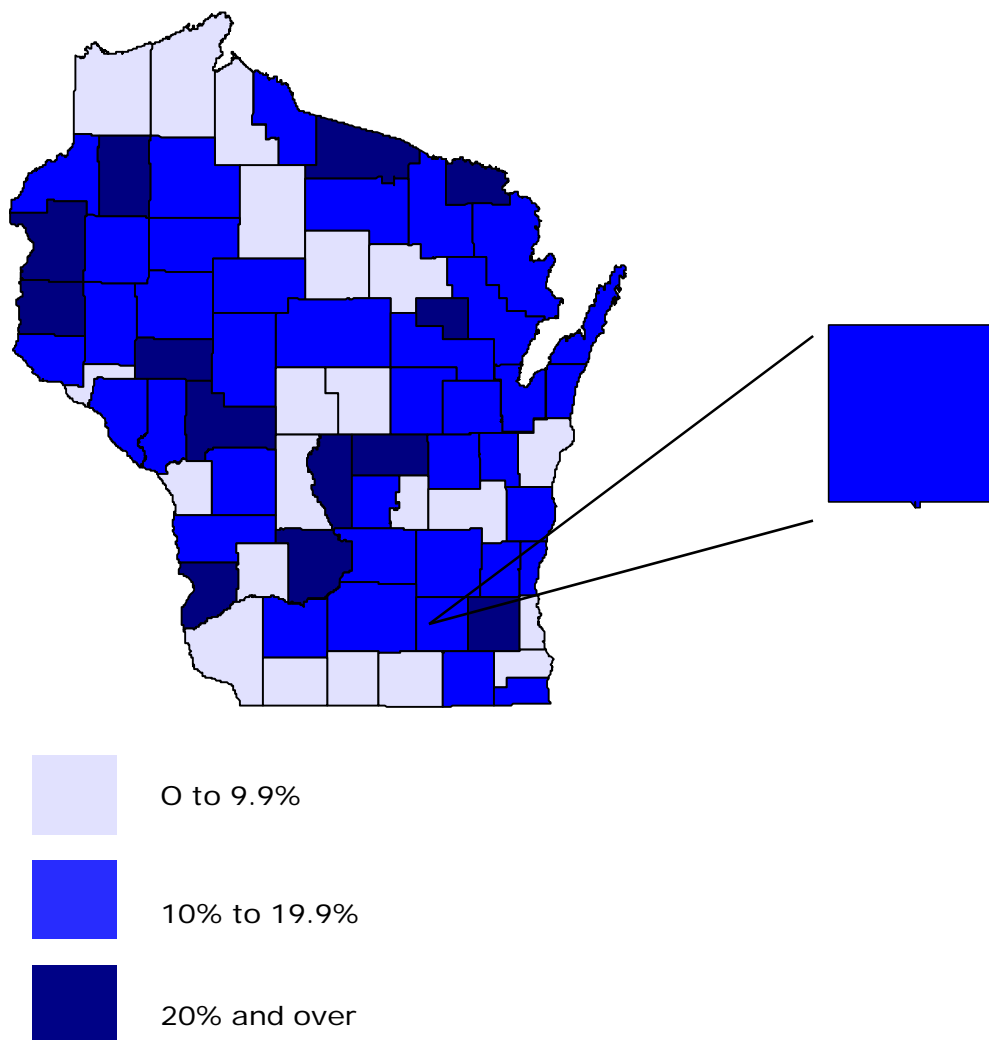


# Jefferson County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development  
Division of Workforce Solutions  
Bureau of Workforce Information  
October 2001



State of Wisconsin  
Department of Workforce Development

## Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Jefferson County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

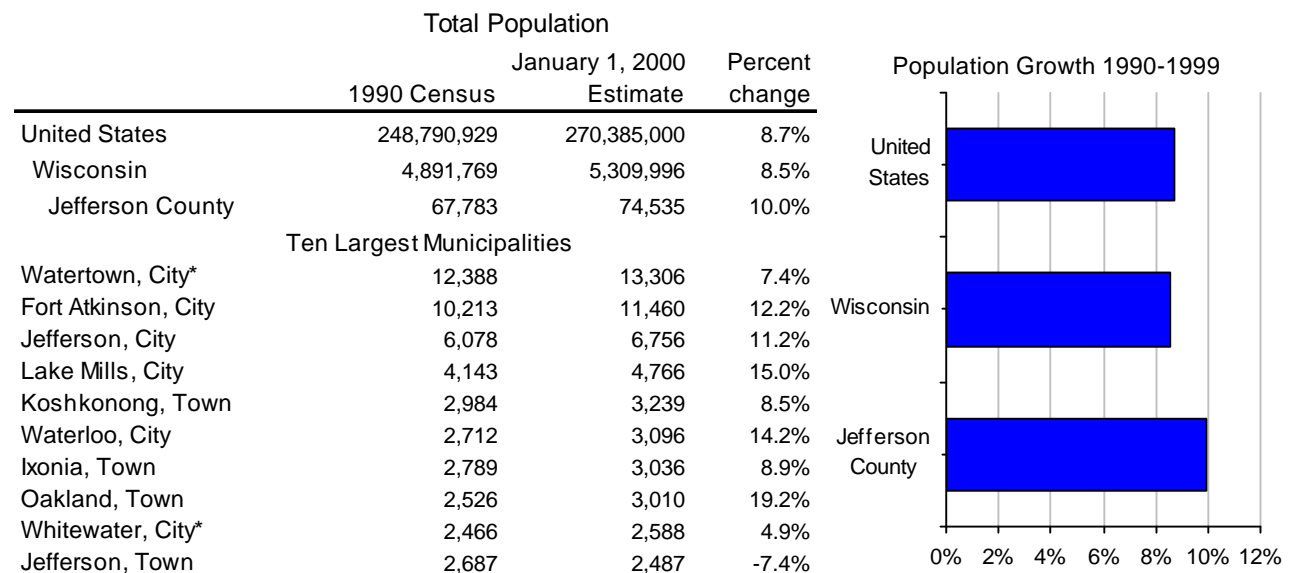
For more detailed information or clarification, please contact your local labor market analyst,  
Dan Barroilhet, by telephone (608-242-4885) or email ([barroda@dwd.state.wi.us](mailto:barroda@dwd.state.wi.us)).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

## Jefferson County Population and Civilian Labor Force

Between the 1990 Census and the January 1, 2000 estimate of the 1999 population, Jefferson County grew by nearly 10 percent or nearly 6,800 people. Of Wisconsin's 72 counties, Jefferson experienced one of the 30 fastest proportional growth rates and one of the 20 highest numerical growth rates. Net migration (migration into the county minus migration out of the county) accounted for roughly 56 percent of the population growth in Jefferson County (nearly 3,800 people). Natural increase, (births minus deaths), contributed nearly 3,000 people, or 44 percent of the County's population growth.

Jefferson County's ten most populous municipalities are listed below. Together, they made up 72 percent of the County's population and accounted for nearly 71 percent of the County's population growth. Connected by Highway 26, Watertown, the City and Town of Jefferson, Fort Atkinson, and Koshkonong, account for half of the County's population and nearly 43 percent of its population growth. The presence of three major east-west highways (12, 18 and I-94) suggests that the proximity of Madison and Milwaukee play an important role in the patterns of Jefferson County's labor market and economy.



\* Jefferson County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The first step toward understanding labor force participation rates may be to define who is not in the labor force. People who do not seek work, such as students, homemakers, retirees and discouraged workers are “not in the labor force”. People who are ineligible for employment are not counted as “not working” and are not counted as “not in the labor force”; they are excluded altogether from the discussion. Reasons for ineligibility include incarceration, institutionalization, active military service or insufficient age (under 16). The term “unemployed” (or “not working”) refers only to bona fide job seekers who are not working.

The participation rate is the share of the employment-eligible population that works or looks for work. On average, in 1999, roughly 72 percent of Jefferson County’s employment-eligible residents worked or sought work and nearly 28 percent were “not in the labor force”. This matches the statewide participation rate of 72.3 percent and it represents a decline from the county’s participation rate of 75% in 1998 and 76.5 percent



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

in 1997. Several factors influence changes in participation rates. Real wage increases can lure more workers into the labor force. Workers seeing low and falling unemployment rates may be less likely to abandon a job search. Retirement trends and stay-at-home parenting trends rely on economic resources, social attitudes and age demographics.

Jefferson County’s labor force grew 3.1 percent in 1996. It shrank 0.2 percent in 1997, 0.7 percent in 1998 and 1.3 percent in 1999. This trend seems likely to accelerate as the baby-boom generation (aged 35 to 53 years in 1999) approaches retirement.

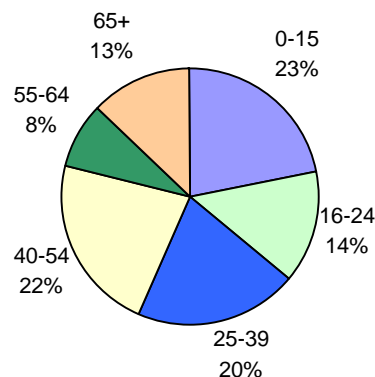
The table below shows that the total population and population growth were distributed unevenly among different age groups. Jefferson County gained 6,752 people from 1990 to 1999, representing an overall gain of roughly 10 percent. In 1999, the increase in the 40- to 54-year-old group accounted for 22.4 percent of the County’s population, making it the largest age group

listed. Moreover, the 40- to 54-year-old group gained nearly 5,000 people, growing over 42 percent from its size in 1990. This group’s gain of 4,958 people represented over 70 percent of the County’s overall gain of 6,752 people. The next fastest-growing group was the over-65 group, which grew by 12.0 percent or roughly 670 people. Typically, employers would look to the 25- to 39-year-old group to fill gaps that will be left by retirements expected in the medium term, but this group actually shrank by over 5 percent or roughly 780 people. Considering that next ones in line, the 16- to 24-year-olds, are often “not in the labor force” because of school, Jefferson County employers may face increased recruiting challenges in years to come.

Jefferson County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	15,751	16,316	3.6%
16-24	9,877	10,657	7.9%
25-39	15,970	15,132	-5.2%
40-54	11,741	16,699	42.2%
55-64	5,594	6,267	12.0%
65+	8,850	9,464	6.9%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



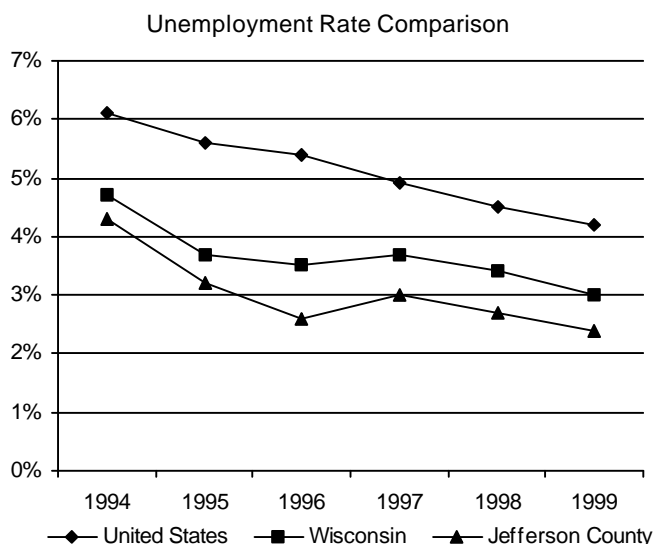
Jefferson County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	40,300	41,000	42,300	42,200	41,900	41,300
Employed	38,600	39,700	41,200	40,900	40,700	40,300
Unemployed	1,720	1,320	1,120	1,290	1,150	1,000
Unemployment Rate	4.3%	3.2%	2.6%	3.0%	2.7%	2.4%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

From 1994 to 1999, Jefferson County's average annual unemployment rate fell from 4.3 percent to 2.4 percent, remaining below the statewide rate as well as the national rate. Factors contributing to the unemployment rate's decline includes an increase in the proportion of people "not in the labor force" (discussed on page 2), and an increase of nearly 1,800 employed persons (roughly 4.3 percent). The number of employed persons grew 3.0 percent in 1995 and 3.8 percent in 1996, and shrank 0.7 percent in 1997, 0.4 percent in 1998 and 1 percent in 1999. Jefferson County employers reported an increase of roughly 4,000 jobs (see page 4).

This divergence reflects differences between workers and jobs. The labor force figures on pages 2 and 3 estimate the situations of Jefferson County residents, while the payroll job figures on page 4 are derived from surveys of employers. Three factors can contribute to the gap between the data sets: 1) They are derived from separate surveys with unrelated samples and different methodologies. 2) One resident can hold more than one job, but cannot be counted as "employed" more than once. Hence, growth in multiple job holding can increase the number of jobs faster than the number of employed persons. 3) People residing outside the County never count toward the County's labor force figures, but can commute



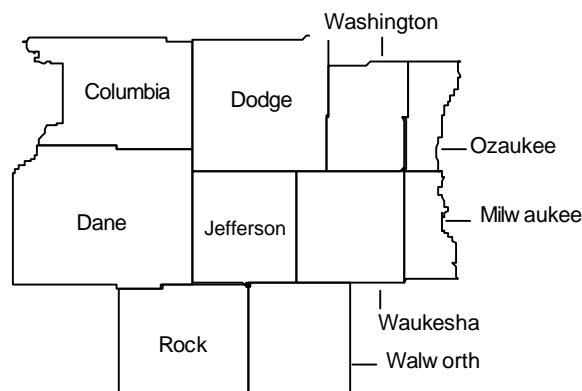
Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

to work for Jefferson County employers. Hence, increases in inbound commuting (or declines in outbound commuting) could allow employers to increase the number of jobs even though local residents are not accepting those jobs.

Commuting data below suggest that the first and second factors are more important in Jefferson County than the third. These estimates were based on 1990 census data. Updated commuting estimates based on the 2000 census will not be available before 2003. Although numbers will change, general patterns of movement are expected to continue because underlying incentives to commute remain.

## Jefferson County Commuting Patterns

	Commute Into	Commute From	Net Commute
Columbia County	49	166	117
Dane County	2,152	1,339	-813
Dodge County	1,213	3,455	2,242
Milwaukee County	1,051	194	-857
Washington/Ozaukee	119	75	-44
Rock County	559	747	188
Walworth County	1,456	657	-799
Waukesha County	3,739	834	-2,905
Elsewhere	560	236	-324
Total	10,898	7,703	-3,195



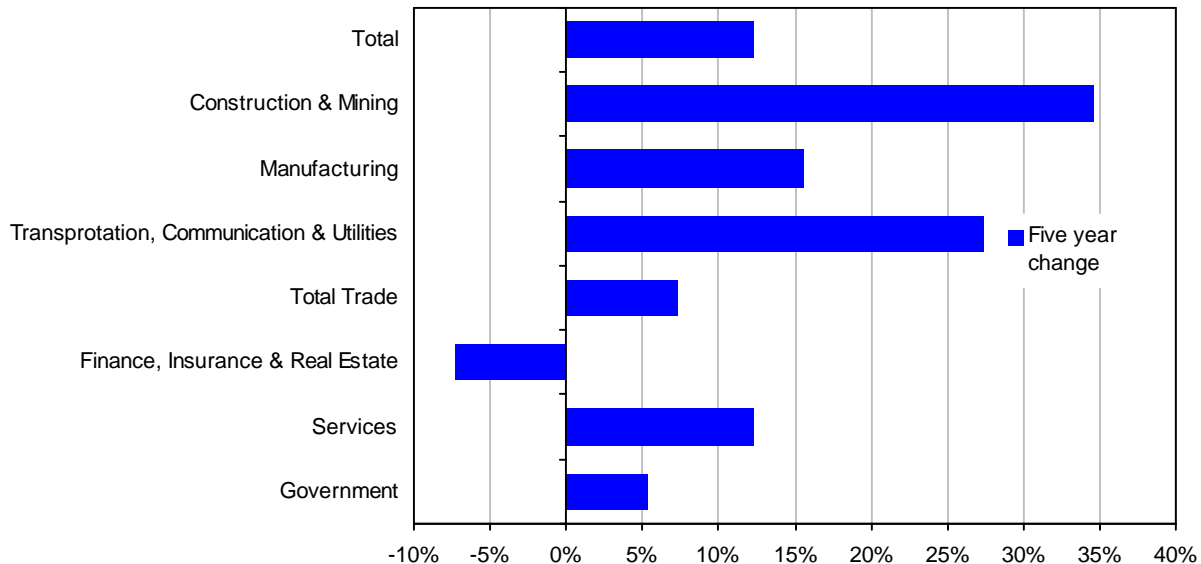
Work within Jefferson County 23,527

Sources: WI DWD, BWI, *Wisconsin's Commuting Patterns*, 1994, [http://www.census.gov/population/www/socdemo/jtw\\_workerflow.html](http://www.census.gov/population/www/socdemo/jtw_workerflow.html)

Many of Jefferson County's major arteries run east-west, orienting themselves with Dane, Waukesha and Milwaukee Counties. The strong manufacturing base pulls workers from Dodge, Waukesha and Dane Counties. Nearly half of incoming commuters come from Dodge County, which has developed a strong manufacturing workforce. Dane and Waukesha Counties have seen better job growth in services than in manufacturing, so workers seeking manufacturing jobs turn to Jefferson County. At the same time, people with technical and professional jobs in Dane, Waukesha and Milwaukee Counties may find housing more affordable in Jefferson County than in the urban and suburban places where they work.

Whitewater and Watertown literally straddle the southern and northern borders, respectively. Also near at least one county line are Lake Mills, Waterloo, Koshkonong, Ixonia and Oakland. Commuters could easily leave or enter these areas for work without traveling more than fifteen minutes.

## Jefferson County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	1 year	5 year
<b>Total</b>	32,694	33,773	34,554	34,900	35,546	36,724	3.3%	12.3%
<b>Goods Producing</b>	12,155	12,789	13,678	13,935	14,020	14,220	1.4%	17.0%
Construction & Mining	913	972	1,003	1,092	1,169	1,229	5.2%	34.7%
Manufacturing	11,243	11,817	12,675	12,843	12,851	12,991	1.1%	15.5%
Durable	6,395	6,760	7,285	7,338	7,231	7,180	-0.7%	12.3%
Nondurable	4,847	5,058	5,390	5,505	5,620	5,811	3.4%	19.9%
<b>Service Producing</b>	20,539	20,984	20,875	20,964	21,526	22,505	4.5%	9.6%
Transportation, Communications & Utilities	1,310	1,365	1,419	1,487	1,621	1,706	5.2%	30.3%
Total Trade	7,695	7,696	7,588	7,853	8,038	8,261	2.8%	7.4%
Wholesale	1,374	1,334	1,287	1,366	1,397	1,423	1.8%	3.6%
Retail	6,322	6,363	6,302	6,488	6,641	6,839	3.0%	8.2%
Finance, Insurance, and Real Estate	799	836	806	732	729	741	1.7%	-7.3%
Services & Misc.	7,000	7,411	7,256	6,965	7,233	7,860	8.7%	12.3%
Total Government	3,735	3,677	3,805	3,926	3,905	3,936	0.8%	5.4%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

The nonfarm wage and salary figures above estimate the number of jobs in Jefferson County that pay a wage or salary. Self-employed people, family farms, and business proprietors are not included because they operate outside the standard payroll systems that generate these figures. (Despite the term “nonfarm”, an agricultural job paying a wage or salary is included in the “services & misc.” category.)

Between 1994 and 1999, Jefferson County gained roughly 4,000 jobs. This job growth of 12.3 percent outpaced population growth and vastly outstripped labor force growth, contributing to falling unemployment. Manufacturing accounted for over 35 percent of the jobs in 1999 and 43 percent of the job growth between 1994 and 1999. Even after growing almost 35 percent from 1994 to 1995, construction and mining accounted for less than 3.5 percent of the jobs. Similarly, the transportation, communication and public utilities sector experienced fast growth in proportion to its 1994 size, but the sector still supplied less than five percent of the county’s jobs. Manufacturing probably maintained and may have increased its prominence in the local economy from 1994 to 1999, while services and retail did not gain ground as quickly in Jefferson County as they did elsewhere in Wisconsin.

# Jefferson County's Largest Industries and Employers

## Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Food And Kindred Products	24	2,700	49	579
Educational Services	15	2,674	-21	191
Eating And Drinking Places	135	2,422	-36	106
Health Services	78	2,145	28	239
Industrial Machinery And Equipment	41	1,830	-107	-160
Printing And Publishing	21	1,559	41	163
Electronic & Other Electric Equipment	6	1,232	-18	439
Rubber And Misc. Plastics Products	13	1,229	55	247
Executive, Legislative, And General	22	1,180	41	48
Business Services	62	1,172	74	309

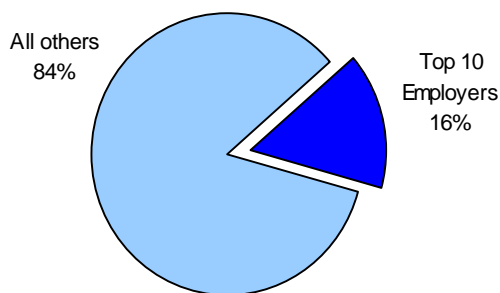
\*data suppressed to maintain confidentiality

## Top 10 Employers

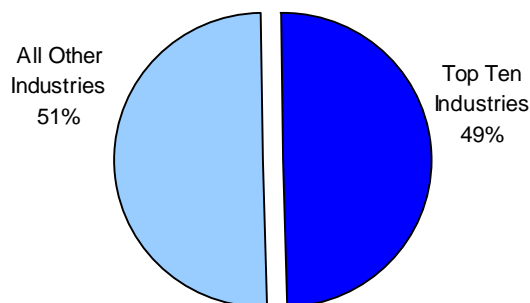
Company	Product or Service	Size
Trek Bicycle Corporation	Bicycle manufacturing	500-999
Perry Judd's, Inc.	Commercial printing	500-999
Bethesda Lutheran Homes & Services	Residential care	500-999
Fort Atkinson Memorial Health	Physician's offices and clinics	500-999
Doskocil Food Service Co LLC	Meat processing	500-999
St. Coletta of Wisconsin Inc.	Primary education	250-499
Opportunities Inc. of Jefferson	Job training and vocational rehabilitation	250-499
Nasco International, Inc.	Plastics manufacturing	250-499
McCain Foods USA, Inc.	Frozen vegetable, fruit and juice production	250-499
Spacesaver Corp.	Office furniture manufacturing	250-499

Source: WIDWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LM I benchmark 2000.

Top 10 Private Sector Employers' Share of Nonfarm Employment



Top 10 Industry Groups' Share of Nonfarm Employment



As of March 2000, 1,873 employers reported activities in Jefferson County. Roughly 93 percent (over 1,700) of these were private-sector employers, with about 500 employers in the service sector, roughly 380 in the retail sector and nearly 240 in construction.

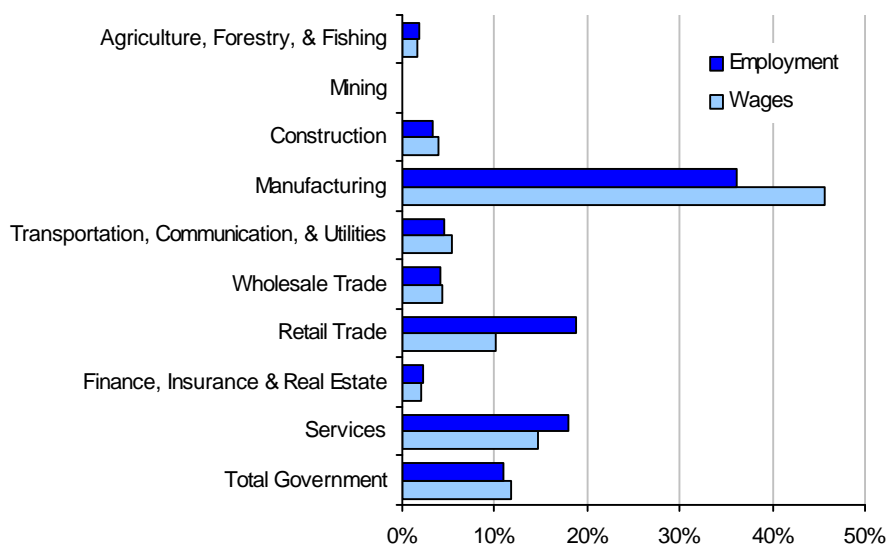
The upper table ranks industry groups by the number of people they employ. Educational services nearly tied food and kindred products for the top spot, but the gap between them appeared to be drifting wider rather than closing. The food and kindred products group added more jobs in the short term (1-year growth) as well as the long term (5-year growth). In terms of job creation, food kindred products outpaced all the other industry groups listed above. Only electronic and other electrical equipment manufacturing approached such strong growth over the 5-year period, and that group shed jobs over the 1-year period.

The second table lists the ten employers reporting the greatest number of jobs in Jefferson County. This list reflects the dominance of manufacturing. Together these ten employers account for 16 percent of the jobs reported in Jefferson County and the top ten industry groups account for 49 percent.

## Jefferson County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$26,168	\$29,609	88.4%	2.8%	20.2%	35,547
Agriculture, Forestry, & Fishing	\$24,577	\$21,499	114.3%	4.4%	21.2%	655
Mining	*	\$39,968	*	*	*	*
Construction	\$31,831	\$36,772	86.6%	6.6%	35.8%	1,171
Manufacturing	\$32,990	\$37,773	87.3%	3.3%	16.4%	12,859
Transportation, Communications, & Utilities	\$30,863	\$34,523	89.4%	9.4%	19.8%	1,647
Wholesale Trade	\$28,196	\$38,048	74.1%	-5.1%	19.1%	1,448
Retail Trade	\$14,171	\$15,066	94.1%	2.9%	19.9%	6,687
Finance, Insurance, & Real estate	\$25,173	\$37,911	66.4%	2.8%	36.9%	779
Services	\$21,151	\$26,041	81.2%	4.0%	24.7%	6,421
Total Government	\$28,427	\$32,017	88.8%	4.0%	20.0%	3,863

Total Employment and Wage Distribution by Industry Division



Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

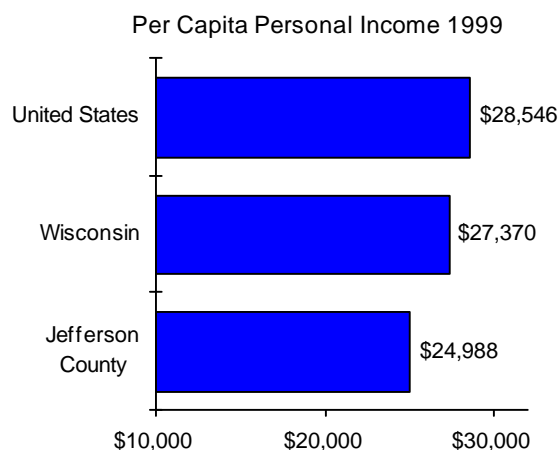
Jefferson County employers reported paying roughly \$930 million in wages in 1999, averaging \$26,168 per worker. This was about 88.4 percent of the \$29,609 earned by the average worker statewide. The gap between Jefferson County wages and statewide wages is most pronounced in the finance, insurance and real estate industry, where people working in Jefferson County earned about a third less than the average Wisconsin worker in the industry. For finance, insurance and real estate workers, high wages are often associated with the executive, technical and managerial jobs that tend to be concentrated in headquarters and major processing centers, which are not located in Jefferson County. On the other hand, the finance, insurance and real estate industry posted faster proportional wage gains from 1994 to 1999 than any other industry.

The prevalence of manufacturing in Jefferson County contributed substantially to the availability of permanent, full-time jobs. Of all jobs with Jefferson County employers in 1999, roughly 36 percent were in the manufacturing industry. Manufacturing employers paid nearly 46 percent of all wages paid by Jefferson County employers. The differential between the average manufacturing wage (\$31,927) and the overall average wage (\$26,168) is hard to overlook. At least some of this gap could be attributed to large employers that had collective bargaining agreements and overtime hours that added significantly to earnings.

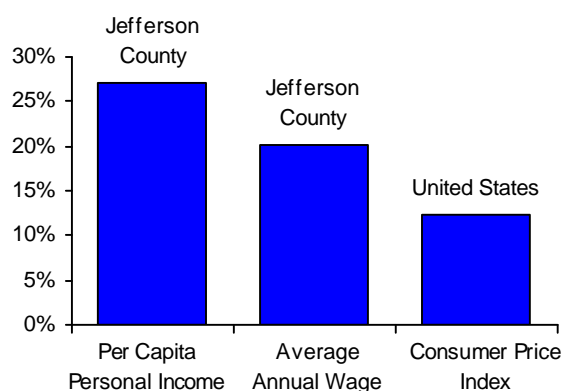
In 1999, services and retail were the next largest sectors in Jefferson County, respectively accounting for over 21 percent and nearly 19 percent of all jobs and paying nearly 15 percent and about 10 percent of Jefferson County's wages. Retail wages are constrained by the prevalence of part-time or seasonal work as well as turnover and limited advancement opportunities. Service wages tend to be higher in areas with clusters of technical or managerial professionals. Jefferson County residents could commute to such jobs in Dane, Milwaukee or Waukesha without showing up in the above figures



## Jefferson County Wage and Income Data



Comparison of Selected Data: 1994 - 1999



Per Capita Personal Income (PCPI) includes wages and self-employment income, investment income (dividends, interest and rent), and government transfer payments (social insurance, social security and public assistance). In 1999, Jefferson County's PCPI was \$24,988. This was 27.2 percent higher than its 1994 PCPI of \$21,228. Over the same period, Wisconsin's non-metropolitan counties posted PCPI growth of 25.1 percent, from \$18,174 to \$22,732. In 1994, Jefferson County's PCPI was 90.5 percent of the statewide average and 91.3 percent of the non-metropolitan average. By 1999, it rose to 91.3 percent of the statewide average and 109.9 percent of the non-metropolitan average. The Consumer Price Index, (a leading measure of inflation published by the Bureau of Labor Statistics), rose 12.4 percent between 1994 and 1999. Even after adjusting for inflation, PCPI appears to have grown significantly, but gains were distributed unevenly.

According to the payroll survey on page 6, wages paid by Jefferson County employers grew 20.2 percent between 1994 and 1999. Meanwhile, PCPI analysis shows that Jefferson County residents' investment incomes grew 43.2 percent. Dividends, rents and interest payments increase income inequalities because they go only to those who can afford to invest and go disproportionately to those who can afford to invest large sums. Transfer payments would mitigate the effects of income inequality, but the 22.2 percent growth rate lagged far behind that of investment income.

Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Jefferson County	\$19,647	\$20,244	\$21,228	\$22,610	\$23,950	\$24,988	4.3%	27.2%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Retail salesperson	\$8.40	\$7.09
Cashier	\$6.72	\$6.40
Team assembler	\$10.00	\$9.81
Stock clerk or order filler	\$8.06	\$7.35
Hand laborer, material mover	\$9.20	\$9.09
General office clerk	\$9.41	\$9.25
General or operations manager	\$24.48	\$21.40
Heavy truck/tractor-trailer driver	\$14.47	\$13.39
Registered nurses	\$18.54	\$17.99
Nursing aid, orderly or attendant	\$8.74	\$8.41
Janitor or cleaner	\$8.70	\$8.24
Gen. maintenance/repair worker	\$12.43	\$11.97
Hand packer or packager	\$9.01	\$8.69
Customer service representative	\$11.15	\$10.78
Accounting clerk/bookkeeper	\$10.37	\$10.06

Source: DWD, BWI, 1999 OES wage survey for Balance of State

See: [http://www.dwd.state.wi.us/lmi/wages\\_oesmsa.htm](http://www.dwd.state.wi.us/lmi/wages_oesmsa.htm)

The wages for the selected occupations were reported by employers in the non-metropolitan areas of Wisconsin that responded to the Occupational Employment Statistics (OES) survey. Wages vary considerably from county to county depending on dominant industries and availability of jobs within commuting distance. Wages indicate what types of goods and service a county's workers and employers can afford.

The mean wage is the sum of all wages earned in an occupation divided by the number of wage earners in the occupation. The median wage is the midpoint of reported wages for an occupation: the same number of people is reported above this wage as below.

The occupations listed were selected because they employ the largest number of people in non-metropolitan Wisconsin. Jobs in health care and retail are plentiful. Many jobs are geared more toward workers with high school education or 2-year college degrees than people with 4-year degrees.